

To the ADVERTISING MANAGER

Mats of this advertisement, suitable for use as co-operative pages, may be obtained FREE by writing or telephoning Rapid Grip and Batten Ltd. (384 Vitre Street West, Montreal, telephone MA. 9421), who will fill your orders promptly.

NATIONAL WAR FINANCE COMMITTEE

J. C. NELSON — RENE THERRIEN
Joint Chairmen, Donated Advertising
and Publicity Committee,
Province of Quebec

This is *YOUR* Fight FOR *Life...*

Don't think this war can't be lost ... it CAN.

Make no mistake about it ... the Axis wants you for a slave like the French, the Czechs and Greeks. The Huns and Japs will stop at nothing to gain their objective. They intend to win this war.

For many years they prepared ... they are ready to fight for many more.

France felt safe when war broke out. Remember the Maginot Line ... yet in seven short weeks all was lost.

Some say Canada is safe behind the oceans that wash her shores. Make no mistake about that, either—Singapore was counted impregnable—now the Japs have it. And nearer to our shores, the Japs have occupied the Aleutians. In the Atlantic, Canadian ships are being sunk and our sailors lost within sight of our own land. The war already is on our doorstep.

Remember: Canada — with her great natural resources — is a prize worth more to the Axis than all the conquered nations combined.

This war will not be won until every Canadian is working and giving till it hurts—till every Canadian rolls up his sleeves and fights ... with his good right arm—with his working energy—with his dollars. We need more planes, more ships, more tanks. We must have them quickly—more and more of them. That means money and more money. It means that every red-blooded Canadian will dip into his savings and future earnings and buy Victory Bonds.

Don't say "I can't afford it". We've just *got* to afford it ... every one of us—by doing without. The price of victory

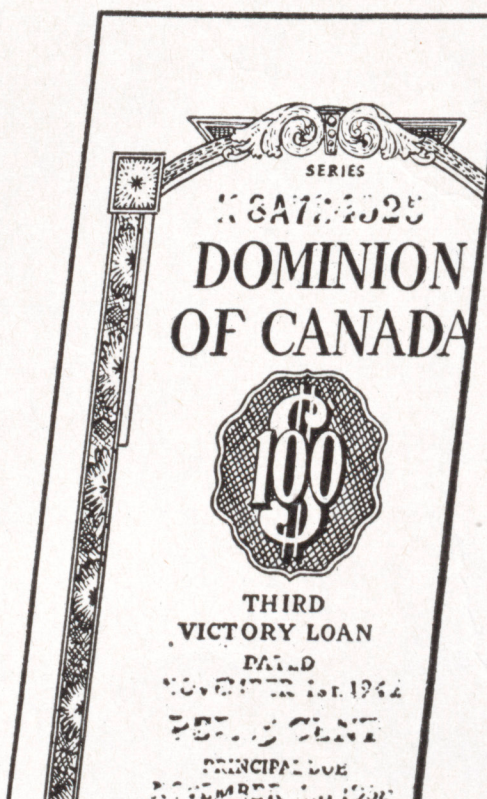
will be high ... the price of defeat infinitely more—complete economic ruin for Canada—abject poverty for every one of us—slavery, stark and unadorned.

This is YOUR fight for life ... fight for all you're worth by lending all you can.

When You Buy YOUR Victory Bond ...

- you are staking your claim to Victory and personal freedom
- you are investing in the safest security in Canada ... your investment is the country itself
- you are building a nest-egg for the future ... to buy the things you want when Victory comes
- you are making your money earn interest at a good rate
- you are justifying your existence as a worth-while Canadian

*This Message
is sponsored by ...*



Buy

VICTORY BONDS

for security now ... and in the future